

NATIONAL GEOGRAPHIC CHANNEL
THINK AGAIN AWARDS
DOCUMENTARY MAKING COMPETITION 2008

NEWS RELEASE
FOR IMMEDIATE RELEASE

**National Geographic Channel and Wiseman Education
in Partnership with
The Education Bureau and Hong Kong Parents Association
Announce Results for Think Again Awards 2008**

Hong Kong, 15 March 2008 – National Geographic Channel and Wiseman Education jointly announce the winners of the “National Geographic Channel – Think Again Awards 2008” today at the Kowloon Tong Education Services Centre of Education Bureau. Supported by the Education Bureau and Parents Teachers Association, Think Again Awards 2008, now in its second year, invites secondary school students from Hong Kong and China to rethink the way they see the modern world. The themes for the competition this year include Sports & Health, Society & Culture and Science, Technology & the Environment.

Over 1,000 students participated in the National Geographic Channel - Think Again Awards 2008. 200 short documentaries in the themes of Sports & Health, Society & Culture and Science, Technology & the Environment were received from 70 secondary schools, including some of the most well-known English medium schools, Chinese medium schools, international schools and even schools from Suzhou, China PRC.

This year, under the Think Again Leadership Development Programme 2008, 20 student leaders work on different groups to plan, organize, coordinate and execute their project to organize the Think Again Awards ceremony, which lies on their capable hands.

Mr. King-Fai Yeung, Senior School Development Officer of the Education Bureau said, “Making English documentaries could be quite a challenge for some of the secondary students, but I feel proud of the students who are courageous enough to take on challenges and have signed up for the competition. This kind of courage brings hopes to Hong Kong and all the generations to come.”

Mr. Yeung added, “The submitted documentaries we received last year were of high quality. And what is more exciting this year is that many students are able to learn from last year’s experience and the chosen topics as well as the content have apparently become more mature.”

Mr. Avinash Himatsinghani, Senior Vice President of National Geographic Channel Asia, commented, “Not only do we see many well scripted and well filmed documentaries, what made these films really great are the fact that many stories are insightful and creative. We are delighted to partner with Hong Kong Education Bureau and Wisemen Education to take a leadership position in this continuous drive to develop filmmaking talents amongst young students. Following the closing of Think Again Awards 2008, we look forward to assist more aspiring young filmmakers in producing documentaries with a National Geographic’s mission of inspiring people to care for the planet.”

Inspired and organised by:



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Mr. Clement Chung, Chief Executive Officer at Wiseman Education says, "The aim of this competition is to encourage students to think out of the box, think globally, and inspire students to "Think Again" through exploration. Throughout the production process, students learn not only through researching, enquiry learning, filming, editing, narrating and presenting, but also through analyzing and working as a team."

Awards and Criteria: http://www.EnglishBuilder.hk/site/ThinkAgain/judge_criteria.shtml

The clips are also available at YouTube for there is a growing local and global interest:
<http://hk.YouTube.com/ThinkAgainAwards>

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National Geographic Channels International

National Geographic Channels International (NGCI) invites viewers to re-think the way they see television - and the world - with smart, innovative programming. A business enterprise owned by National Geographic Television (NGT) and FOX Entertainment Group, NGCI contributes to the National Geographic Society's commitment to exploration, conservation and education through its five channels: National Geographic Channel, National Geographic Channel HD, Nat Geo Wild, Nat Geo Adventure and Nat Geo Music.

Globally, National Geographic Channel (including NGC U.S. which is a joint venture of NGT and Fox Cable Networks Group) is available in 270 million homes in 166 countries and 34 languages.

In Hong Kong, National Geographic Channel is available on HK Cable TV (Channel 52), now TV (Channel 215), TVB Payvision (Channel 66) and HKBN bbTV (Channel 306).

Wiseman Education

Wiseman is a leading interactive curriculum developer. The team develops interactive courseware and runs programmes that teach for understanding, develop enquiry learning, and inspire thinking. Wiseman team works with educators and students to cater for their needs, to address learning diversity and to ensure the school-based interactive curriculum is effective, implementable and sustainable.

For more information, please contact:

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